

December 3, 2014

Ms. Julie Farnham  
Division of Planning and  
Economic Development  
City of Bloomington  
1800 W. Old Shakopee Road  
Bloomington, MN 55431

Re: MOAC Land Holdings, LLC Reapplication for Interim Use Permit for 2015 Special Event Series in the CX-2 (PD) District (Met Lot)

Dear Ms. Farnham:

This reapplication is filed on behalf of MOAC Land Holdings, LLC, MOAC Mall Holdings LLC, South Pad Hotel LLC, and North Pad Development LLC (collectively "MOAC") and Ikea Property, Inc. ("IKEA") for a Special Event Series Interim Use Permit for the following events:

- twenty-five (25) events in the properties known as "Met Lot" and "Phase 1",
- three (3) events in the property known as "Phase 1C",
- three (3) events in the property known as "South Pad", and
- one (1) event in the property known as IKEA,

(collectively "Properties"), which Properties are located in the CX-2 District. Bloomington City Code, section 19.40.07.01(d), allows for a comprehensive Interim Use Permit for a series of special events in the CX-2 District for promotional, charitable, or entertainment purposes and are permitted interim uses. In prior years, MOAC was granted approval of an Interim Use Permit covering special events under a set of specified conditions. We request that MOAC and IKEA be granted approval of an Interim Use Permit for the Properties from January 1, 2015 to December 31, 2015, under similar conditions as previous years.

Please also note the following regarding conditions on the Met Lot with respect to the 2015 events:

1. MOAC and the City of Bloomington have developed a multi-year plan which provides for phased implementation of improvements to bring the Met Lot into conformance with code requirements ("Met Lot Plan"). The Met Lot Plan was approved by the City in 2010 and MOAC has been performing annual

improvements in accordance with the Plan. Additional improvements were completed in 2014 in connection with the Lindau Lane Project; however the City and MOAC acknowledge and agree that the timing of certain improvements has been delayed until after the completion of the Lindau Project and Phase IC.

We have enclosed the following materials:

1. Thirteen (13) copies of attachment A, noting (i) the twenty-six (25) events on the Met Lot and Phase 1 property with dates (if available), (ii) the three (3) events on the Phase 1C property with dates (if available) and a brief description; the three (3) events on the South Pad property with dates (if available), and (iv) the one (1) event on the Ikea property with dates (if available) and a brief description;
2. Thirteen (13) copies of Attachment B, noting similar conditions to those approved last year in February 2014 for the 2014 events;
3. Thirteen (13) copies of the Completed application form;
4. Thirteen (13) copies of the 11 x 17 site plan for the Special Events Series Interim Use Permit;
5. Application fee in the amount of \$220 for the Interim Use Permit; and
6. Thirteen (13) copies of the signed Consent Agreement.

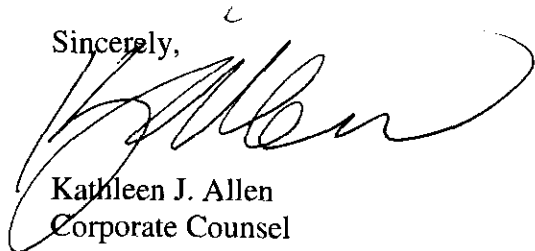
This letter and the attachments will serve as the narrative for the Interim Use Permit. MOAC will build on its positive record that has evolved in hosting special events at Mall of America. As in prior years, events will be conducted with careful coordination of the staff of the City of Bloomington, MOAC and their event partners.

We also understand from Julie Farnham that the IUP process has been revised and the Planning Commission now has the final review authority. Accordingly, we are requesting that we be placed on the Planning Commission Agenda for the January 8, 2015 Planning Commission Meeting, and please provide notice when this matter is scheduled.

Ms. Julie Farnham  
December 3, 2014  
Page 3

Thank you for your cooperation with our request.

Sincerely,

A handwritten signature in black ink, appearing to read 'KJ Allen', with a large, sweeping flourish extending from the end of the signature.

Kathleen J. Allen  
Corporate Counsel

Direct Dial: (952) 883-8815  
Direct Fax: (952) 883-8866  
Email: kathleen.allen@moa.net

KJA:alg

Enclosures

cc: Maureen Bausch, Mall of America

## **ATTACHMENT A – 2015 Met Lot and Phase 1 Events**

### **1. Pepsi Samplings (Four)**

Pepsi product samplings, generally tied in with one of their large corporate partners like “X-Factor” parking a promotional bus, stage, or event space outside the Mall during the event for added exposure.

### **2. Book Tours (Five)**

These book tour events are mainly focused inside the Mall, but may involve a promotional bus/vehicle, small stage or event space outside the Mall during the event for added exposure. Samples of previous book tour events include: (i) Random House Children's Books JUNIE B. JONES STUPID SMELLY BUS TOUR—a national tour that brought Junie B. Jones, live and in person in the Stupid Smelly Bus for fun-filled events, including live theatrical performances, Junie B. giveaways and an official book stamping; and (ii) the Readers Digest Mall Tour .

### **3. Delta Block Party: June/July 2015**

This is a Block Party hosted by Delta airlines for its employees. The event is not open to the public.

### **4. Red Ribbon Ride July 2015**

The Red Ribbon Ride is an annual 300 mile bike ride that starts with an Opening Ceremony at 6:30am at the Mall of America and the bike riders depart from MOA to the race course. The Red Ribbon Ride is to educate the public about HIV and to raise funds and awareness to support Minnesota AIDS service organizations.

### **5. Corporate Promotional Product Sampling events (Ten)**

The primary focus of these events are to provide product samplings for new products and/or raise awareness of product promotions and may involve parking a promotional bus, stage, or event space outside the Mall during the event for added exposure. Past examples include: Jack Links National Jerky Day, Verizon Xfinity Tour, Virgin Mobile Tour, Austin, TX CVB RV Tour, and Spirit Airlines Ticket Giveaway.

### **6. Red Cross Blood Drives (Three)**

The Red Cross Blood Drives include parking the Bloodmobile and conducting blood drives open to the public.

**7. Little Box Sauna Art Demonstration Project (One)**

As part of the Art Demonstration Project throughout the City of Bloomington, MOA will host the Little Box Sauna demonstration project. The Little Box Sauna is a mobile sauna built on an 18'x8' trailer which houses an entry zone with a separate private changing space. The separate private changing space will accommodate 2 people at a time. People will bring swimming suits or light athletic wear (cotton shorts and t-shirt) to wear in the sauna. If they do not have extra sauna clothes, they will use provided sauna outfits; LBS plans to purchase approximately 200 shorts/t-shirt outfits and 300 towels for the project. Additional information is attached for your review regarding locations and logistics.

**Little Box Sauna Description : Revised  
2014 11 25**

**CLOTHING**

Little Box Sauna is a mobile sauna built on a 18'x8' trailer which houses an entry zone with a **separate private changing space**. The separate private changing space will accommodate 2 people at a time. People will bring swimming suits or light athletic wear (cotton shorts and t-shirt) to wear in the sauna. If they do not have extra sauna clothes, they will use provided sauna outfits; LBS plans to purchase approximately 200 shorts/tshirt outfits and 300 towels for the project.

**SIZE/MATERIALS**

The sauna will be approximately 18' x 8' x 13'. We are using a burned cedar cladding (sho shugi ban) and polycarbonate panels for the exterior and a light aspen cladding for the interior.

**TEMPERATURE**

The hot room will house a wood burning heater (electric is an alternative) which will take 1-2 hours to heat the room to a sweat inducing temperature. The maximum temperature of the hot room is 215 degrees, but most often will hover around 185 degrees.

**CAPACITY**

The sauna will house up to 10 people. They will likely move back and forth between the heated space and the outside 3-4 times spending 10-20 minutes in each space. This will total anywhere from 30 minutes-1.5 hours per person per sauna session.

The sauna will be active for 4-6 hour periods, during this time anywhere from 30-120 people could use the sauna. We imagine many people will also sit in the hot space for shorter periods of time.

**SECURITY**

The sauna will be locked with industrial-grade padlocks. At the host sites, overnight it will be in areas which are monitored by security cameras.

When in use, the sauna will always be staffed by a member of the LBS team or a trained staff member of one of the partner organizations.

**FOOT PROTECTION**

We will have a surface that people can stand on safely outside of the sauna: platform, outdoor rug, or astroturf.

**BATHROOM FACILITIES**

This will be discussed more with hosts, as it depends on siting location in relationship to bathroom facilities. If needed, porta-potty rental is a possibility.

**POWER SOURCE**

The main reason we want a wood burning heater is that power source becomes a non-issue. We are exploring ideas of solar electric and batteries to power the lights. We also may be able to plug into host power sources, if sited strategically. This will be determined when siting is determined.

**MOBILITY:** The sauna will be towed by a rented U Haul truck from location to location in the South Loop.

**SIGNAGE**

Will have a signage *describing the project* and how to use the space.

**SITING**

At this point we have confirmed sighting at Mall of America and IKEA, where exactly is not yet determined, we are open to feedback on this matter. We are in contact with McGough, Reflections, Health Partners and the Wilderness Center about sighting the project at their locations also. Little Box sauna will take up as few as 2-3 parking spaces.

**LIABILITY**

We are speaking with our lawyer, the BTAC and each of our project partners about liability coverage. IKEA is not able to provide coverage for the project. We will let you know about further developments in this area as soon as possible.

## **ATTACHMENT A – 2015 Ikea Events**

### **1. Little Box Sauna Art Demonstration Project (One)**

As part of the Art Demonstration Project throughout the City of Bloomington, IKEA will host the Little Box Sauna demonstration project. The Little Box Sauna is a mobile sauna built on an 18'x8' trailer which houses an entry zone with a separate private changing space. The separate private changing space will accommodate 2 people at a time. People will bring swimming suits or light athletic wear (cotton shorts and t-shirt) to wear in the sauna. If they do not have extra sauna clothes, they will use provided sauna outfits; LBS plans to purchase approximately 200 shorts/t-shirt outfits and 300 towels for the project. Additional information is attached for your review regarding locations and logistics.



**ATTACHMENT A – 2015 Phase 1C Events**

**1. Phase IC Grand Opening Celebrations (August 1-August 11, 2015) (Three)**

This event is a grand opening celebration ceremony for the new hotel/office/retail expansion of Mall of America known as “Phase IC”. Additional details regarding the scope and nature of the grand opening events will be provided to the City once the opening dates are finalized and the grand opening plans are confirmed.

## **ATTACHMENT A – 2015 South Pad Events**

### **1. Radisson Blu Events (Three)**

The Radisson Blu events include events that are private corporate events, and events that are open to the public. Corporate private events may include a private corporate dinner party event for their national sales employees.

## **ATTACHMENT B**

### **CONDITIONS OF APPROVAL**

1. A Special Event Series agreement with no more than thirty (30) events between January 1, 2015 through December 31, 2015, including all conditions of approval and providing for the submission of a monthly schedule of events, site cleanup, security deposit(s) and liability insurance coverage be executed by the applicant and the City no later than January 15, 2015. No event may be conducted until this requirement is satisfied;
2. Individual event set up to be in accordance with a site plan (including plans for the deposit and removal of soil) as approved by the Director of Community Development and submitted at least 14 days prior to an event in accordance with the special event notification requirements in the Interim Use Agreement;
3. Site security and traffic control plan, as deemed necessary by the Directors of Community Development and Public Works, be approved by the Bloomington Police Department and submitted to the Director of Community Development at least 14 days prior to an individual event;
4. Permits for any tents or temporary structures be obtained and installed and used according to requirement(s) approved by the Fire Marshal and Manager of Building and Inspection;
5. Temporary advertising signs shall comply with the requirements of Section 19.119;
6. Food service to be provided in accordance with the permit and requirements of the Environmental Health Services Division;
7. Fire lanes on the site must remain open and be posted as approved by the Fire Marshal;
8. All crowd queuing, loading and unloading, and site service occur on the site for the event;
9. Handicapped parking, access and accessible toilet facilities be provided in accordance with plans approved by the Director of Community Development;
10. Events in which dirt is hauled in to allow for a field track shall be reviewed by the City Engineer prior to the setup of an event in order to assure erosion control.
11. Site restoration and clean up be completed no later than 36 hours from the completion or termination of an event;
12. Applicant shall provide trash and recycling receptacles at all events to prevent littering to the extent possible;
13. Applicant shall be responsible for pick-up or disposal of trash and recycling following the event. Implementation of a waste reduction plan may be considered as an alternative to recycling if such measures adequately reduce the waste generated at the event;

14. Applicant shall reimburse the City for staff costs incurred as a result of the event;
15. Electrical and gas installations shall be installed in accordance with the requirements and permits issued by the Building and Inspection Division and/or the Fire Marshal;
16. All alcoholic beverage service, if requested, be provided in accordance with a City of Bloomington special event license, City Code and State law;
17. Amplified music shall not extend beyond 10:00 p.m. and as listed on the special event license for each individual event, as appropriate;
18. Environmental Health Services Division staff to review any amplification plans and monitor volumes during events as appropriate. If deemed necessary to protect the public health, safety and general welfare, sound volume shall be reduced to a level directed by Environmental Health Service personnel of the City;
19. The applicant shall reimburse the City for all costs, at a rate of \$50 per hour plus postage, associated with the required notice to all property owners within 500 feet of any event;
20. Individual event attendance limits be approved by the Director of Community Development;
21. Any individual event occupying the property for more than 14 days shall require a separate Interim Use Permit approved by the City Council;
22. No on-site or off-site temporary residential use or camping as noted in Section 14.283(g), License Restrictions;
23. The Director of Community Development is authorized to cancel any event if construction activities begin on Phase II of the Mall of America; and
24. Applicant shall submit a haul route, as deemed necessary by the Director of Public Works, for approval by the Bloomington Police Department and City Traffic Engineer at least 14 days prior to an individual event.

**Mall of America Legal Descriptions & Land Information**  
(including IKEA and "pork chop" parcels)  
July 21, 2014

<u>#</u>	<u>Address</u>	<u>PID</u>	<u>Legal</u>	<u>Land Owner</u>	<u>Taxpayer</u>	<u>Abstract or Torrens</u>	<u>Certificate of Title #</u>
1	7900 24th Ave. S.	01-027-24-21-0004	Outlot A (Including Adjacent Vacant Street), Mall Of America 5th Addition	MOAC Land Holdings LLC	MOAC Mall Holdings LLC	Torrens	1098133
2	8000 24th Ave. S.	01-027-24-24-0007	Lot 1, Block 1, Mall of America 6th Addition	MOAC Land Holdings LLC	MOAC Mall Holdings LLC	Torrens	1106925
3	8000 IKEA Way	01-027-24-23-0007	Lot 2, Block 1, Mall of America 6th Addition	IKEA Property Inc.	Ikea North America Services	Torrens	1106927
4	8100 24th Ave. S.	01-027-24-31-0017	Lot 1, Block 1, Mall Of America 8th Addition	MOAC Mall Holdings LLC	MOAC Mall Holdings LLC	Torrens	1378470
5	2100 Killebrew Dr.	01-027-24-31-0016	Registered Land Survey No. 1816	South Pad Hotel LLC	South Pad Hotel LLC	Torrens	1378470
6	2001 Lindau La.	01-027-24-23-0005	Lot 2, Block 1, Mall of America 3rd Addition	MOAC Mall Holdings LLC	MOAC Mall Holdings LLC	Torrens	1300512
7	2251 Lindau La.	01-027-24-24-0005	Lot 3, Block 1, Mall of America 3rd Addition	MOAC Mall Holdings LLC	Sears Roebuck and Co.	Torrens	1300512
9	2000 Killebrew Dr.	01-027-24-32-0003	Lot 5, Block 1, Mall of America 3rd Addition	MOAC Mall Holdings LLC	Macy's	Torrens	1300512
10	2101 Lindau La.	01-027-24-24-0008	Lot 2, Block 1, Mall of America 8th Addition	North Pad Development LLC	MOAC Mall Holdings LLC	Torrens	1378470

